

Notice of References Cited		Application/Control No. 10/064,959	Applicant(s)/Patent Under Reexamination SELF ET AL.	
		Examiner Alison Karmelek	Art Unit 3623	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0105773 A1	06-2003	Linde et al.	707/104.1
*	B	US-2003/0040998 A1	02-2003	Jordan Kogler et al.	705/35
*	C	US-2003/0171897 A1	09-2003	Bieda et al.	702/185
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	K	US-			
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	M	US-			

FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
*	U	Di Benedetto, C. Anthony. "Identifying the Key Success Factors in New Product Launch." Elsevier Science Inc. 1999. p.531-544
*	V	Hultink et al. "In search of generic launch strategies for new products." Elsevier Science B.V. 1998, p. 269-285
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.